

Message Text

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ACTION NEA-10

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AMEMBASSY BRUSSELS

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DEPT PASS USDA

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E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: SPECIALIZED TRADE FAIRS

REF: TEHRAN A-150

1. SUMMARY: IN ADDITION TO TEHRAN INTERNATIONAL TRADE FAIR, THREE SPECIALIZED TRADE FAIRS SCHEDULED CALENDAR YEAR 1975 ON (1) ENERGY AND PETROCHEMICAL ENGINEERING. (2) CONSTRUCTION, AND (3) FOOD AND AGRICULTURE. POST INTERESTED ORGANIZING USG EXHIBIT FOR AGRO FAIR, AND REQUESTS EVALUATION FROM COMMERCE AND AGRICULTURE REGARDING DEPARTMENTAL SUPPORT.

2. SPECIALIZED FAIRS SPONSORED BY IRAN INTERNATIONAL FAIRS AND EXHIBITIONS CORPORATION AND MANAGED BY CAVIN & TUBIANA OF GERMANY. SQUARE METER COST SPACE RENTAL \$55 AND \$70 FOR BOOTH CONSTRUCTION, UTILITIES AND SERVICES. APPROXIMATELY 30 PERCENT DISCOUNT FOR OFFICIAL PAVILIANS, WITH OPTION TO ORGANIZE OWN CONSTRUCTION, ETC.

3. EPC '75 (ENERGY AND PETROCHEMICAL ENGINEERING) SCHEDULED MAY 5-11 WILL FEATURE SPECIAL PLANTS; MACHINES AND EQUIPMENT FOR NUCLEAR TECHNOLOGY; PLANTS, EQUIPMENT AND APPLIANCES FOR PRO-
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DUCTION, CONDUCTION, TRANSFORMATION AND UTILIZATION OF ELECTRICAL

ENERGY FROM ANY SOURCE; CORROSION CONTROL AND COATING; EQUIPMENT FOR AIR AND WATER POLLUTION CONTROL; MECHANICAL OPERATING EQUIPMENT; MEASUREMENT, CONTROL AND REGULATION EQUIPMENT; PACKING EQUIPMENT; PLANT EQUIPMENT; PLANT SAFETY EQUIPMENT; PROCESS EQUIPMENT; RESEARCH AND LABORATORY EQUIPMENT; SEWAGE PLANTS; TESTING APPLIANCES; TRANSPORT AND STORAGE EQUIPMENT; WASTE TREATMENT PLANTS AND EQUIPMENT; FRG, FRANCE AND POSSIBLY SOVIET UNION AND JAPAN WILL PARTICIPATE OFFICIALLY. INTERNATIONAL PETROLEUM SYMPOSIUM SCHEDULED CONCURRENTLY.

4. CONSTRUCTION '75 SCHEDULED JUNE 20-25 FEATURES ARCHITECTURAL LITERATURE; BALCONIES; BUILDING AND CONSTRUCTION COMPONENTS; BUILDING MACHINERY, EQUIPMENT AND AGGREGATES FOR DOMESTIC AND LARGE SCALE PROJECTS (E.G., ROADS, BRIDGES, CANALS, TUNNELS AND DAMS); BUILDER'S HARDWARE; ELECTRIC GAS AND WATER INSTALLATIONS; FACING MATERIALS AND TECHNIQUES; FIREPROOFING; FLOOR AND WALL COVERINGS (CEMENT, PLASTER); GARAGES; HALL CONSTRUCTION; HEATING AND AIR-CONDITIONING; INSULATING MATERIALS; INTERIOR FITTINGS, PREFABRICATED ELEMENTS FOR HOUSING, SCHOOLS, HOSPITALS, ROADS, BRIDGES AND INDUSTRIAL PLANTS; PUBLIC WORKS; ROOF COVERINGS; SANITATION; SCAFFOLDING AND OTHER BUILDING SITE EQUIPMENT; STAIRS AND CELLARS. FRANCE AND POSSIBLY FRG WILL PARTICIPATE OFFICIALLY.

5. RE EXHIBITIONS DESCRIBED PARA 3 AND 4, EMBASSY BELIEVES SHORT LEAD TIME EXCLUDES ANY ORGANIZED US PARTICIPATION BUT INTENDS INFORMALLY CONTACT RELEVANT LOCAL FIRMS RE THEIR INTEREST IN EVENTS.

6. AGWA - FOOD (AGRICULTURE - WATER - FOOD) FAIR SCHEDULED OCT 31 - NOV 6 (NOT JULY) FEATURES LIVE ANIMALS; FOODS AND GRAINS; CATTLE FEEDING UNITS; EQUIPMENT FOR WORKING SOIL; FERTILIZERS; GRAIN STORAGE UNITS; HARVESTING MACHINERY; MILKING MACHINES AND EQUIPMENT; PEST CONTROL AND PESTICIDES; POULTRY FARMS; SOWING, PLANTING AND FERTILIZING EQUIPMENT; TRACTORS; TRANSPORTING AND MOBILE HANDLING MACHINERY; CANALIZATION AND IRRIGATION; CONSTRUCTION AND PLANNING OF DAMS AND RESERVOIRS; FILTER PLANTS FOR DRINKING WATER; GROUNDWATER CONTROL; STERILIZATION PLANTS; WATER TOWERS; WATER WORKS; WELLS; EQUIPMENT FOR PREPARING, COOKING AND CANNING OF AGRICULTURAL PRODUCTS; REFRIGERATION; STERILIZATION UNCLASSIFIED

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EQUIPMENT; TRANSPORT AND STORAGE FOOD PRODUCTS. OFFICIAL PARTICIPATION OTHER COUNTRIES UNKNOWN.

7. COMATT AND AGATT FEEL OFFICIAL US EXHIBIT AGWA - FOOD EXHIBITION HOLDS GOOD SALES POSSIBILITIES AND PROVIDES SUFFICIENT LEAD TIME FOR NECESSARY PREPARATIONS. AGATT THINKING OF DISPLAYING CERTAIN FROZEN FOODS, GRAINS AND MILKING MACHINES (USING LOCALLY-SUPPLIED US CATTLE). HOLSTEIN FRESIAN ASSOCIATION ALSO

EXPRESSES INTEREST IN PARTICIPATING. REQUEST USDA AND USDOC ADVISE REGARDING THOUGHTS ON OFFICIAL PARTICIPATION AND ON POSSIBILITIES FUNDING RECRUITMENT MANAGERIAL SUPPORT.

8. ABOVE OBSERVATIONS BASED IN PART ON TOUR OF RECENT PACKAGING EXHIBITION BY EMBASSY COMMERCIAL OFFICERS AND TRADE CENTER DIRECTOR PLUS DISCUSSION BY ABOVE, PLUS AGATT, WITH M. RENE CALMELET, DIRECTOR, CAVIN & TUBIANA, DUSSELDORF.

9. POST COMMENTS RE PARTICIPATION '75 TEHRAN INTERNATIONAL TRADE FAIR WILL BE SUBJECT LATER MESSAGE.

10. ACTION REQUESTED: (A) PLEASE COMMENT ON EMBASSY'S THOUGHTS RE PARTICIPATION AS STATED PARAS 5 AND 7. (B) GIVE APPROPRIATE PUBLICITY IN US TO ALL THREE SPECIALIZED EXHIBITIONS.
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